

Curling NT 2025-26 Business Plan

FINANCIAL

- Maintain good financial practices
- Ensure accountability is accurate and on-time; employ bookkeeper
- Investigate new sources of funding
- Ensure all accountability requirements are completed
- Regular and timely financial reports to the Board

GOVERNANCE

- Regular meeting of Board of Directors
- Regular meeting of Operations Committee
- Update Constitution and Bylaws as required
- Update Policy & Procedures document using Policy Committee including Safe Sport
 - Board orientation & training
- Create spreadsheet with up-to-date certification info on all CurlingNT coaches, ice techs, and officials
- Encourage other curling clubs to affiliate, create Benefits of Affiliation document
- Use committees to assist with the work of CurlingNT
 - -Regular strategic planning

COMMUNICATIONS AND MARKETING

- Vibrant C&M Committee
- Market CurlingNT logo
- Increase use of social media/website
- Swag for Competitions/Volunteer Recognition
 - Online Merchandise sales
 - Develop and plan awareness campaigns/contests
- Get Hall of Fame operational and online
 - -35th Anniversary marketing

HIGH PERFORMANCE

- Run HP Camps/Tours
- Create online resources including webinars and live training sessions for all competitors
- Coach development through training and a Coaching Committee

DEVELOPMENT

- Host grassroots clinics or grassroots tour for clubs
- Develop coaches/instructors for clubs
- Assist ice technicians through training and mentorship
- Provide clubs with resource information through Business of Curling programs
- -Encourage stick curling at clubs & in communities

- Run 19+ championships & multisport trials annually

COMPETITIONS

- Update generic competitor guides for each event; update hosting agreements; publish hosting manual; store in Google Drive
- Run recreation competitions and contests including Girls Rock and Hit Draw Tap
- Reinvigorate Rock Star Festivals and create criteria/template

OFFICIATING

- Vibrant Officiating Committee
- Ensure standardization of officiating procedures and forms
- Hold Officials Summit virtually
- Provide Officials Training and mentorship
- Active recruitment of officials
- Ensure up-to-date officiating equipment for all host clubs
- Recognition of event officials